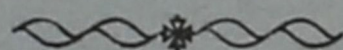


17,000 ACRES
OF THE
FAMOUS
WARREN
RANCH

LOCATED NINE TO FIFTEEN MILES
NORTHEAST OF MULESHOE,
IN THE SHALLOW WATER BELT



F. Z. BISHOP

CAPITOL HOTEL

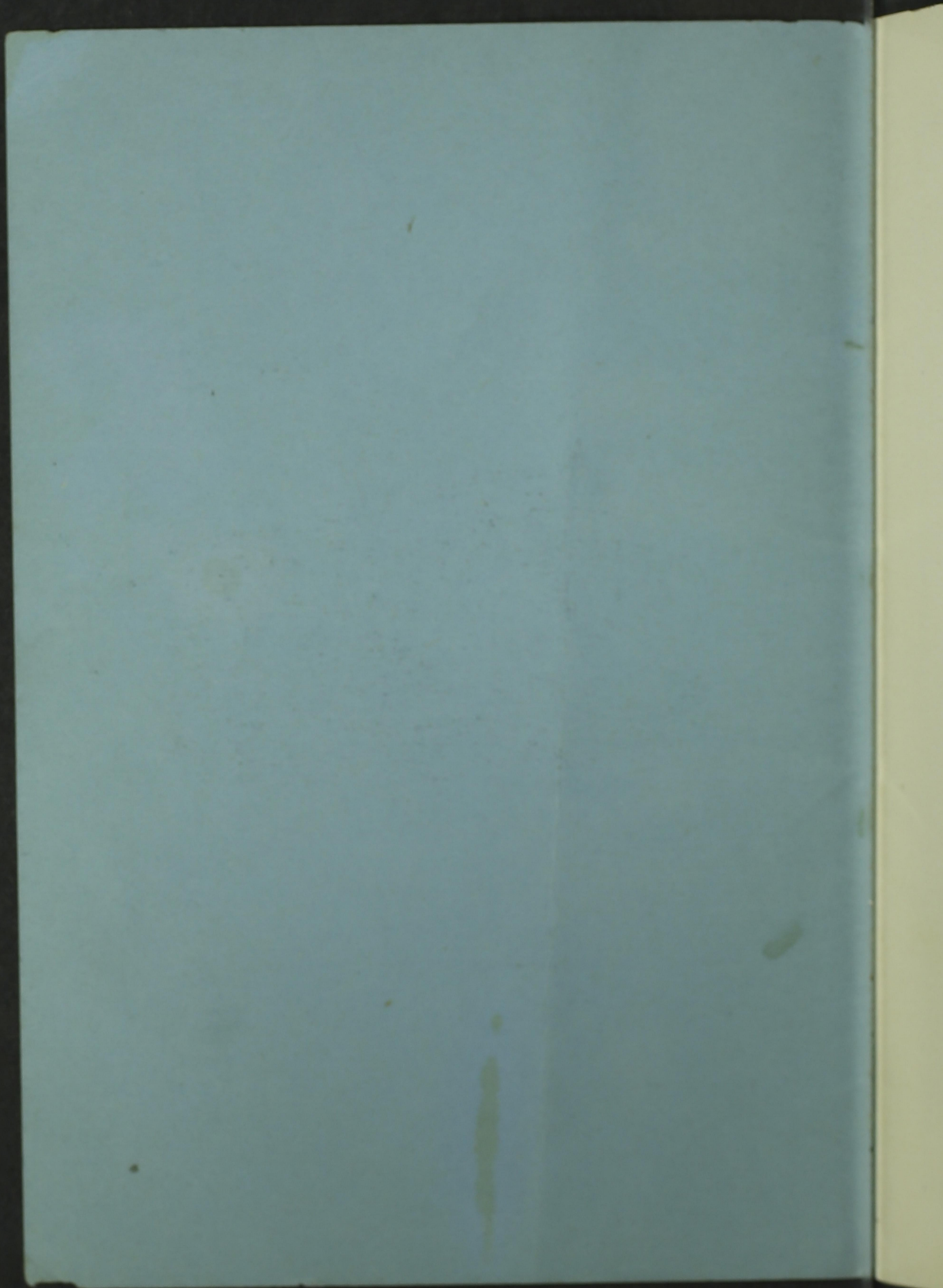
AMARILLO, TEXAS

R. L. BROWN and R. B. CANFIELD

SALES MANAGERS

MULESHOE, - TEXAS

LOVING PRINTING CO., AMARILLO





CAPITOL HOTEL
AMARILLO, TEXAS
OFFICE OF F. Z. BISHOP

The Heart of the West

(By Jamie Herron)

O, the heart of the West
Is the land of the blest,
And it sweeps to the Mountain's edge,
To the North it creeps,
To the South it leaps,
And East to the Cap-Rock's ledge
And the soil of this land
Is so precious and grand
Its bosom is flowing with grain;
O, the heart of the West
Is the Cap Rock's crest
Way out on the Texas Plain.

Yet a few years ago
In the evening's soft glow
The Cowboy would sing to his herd.
Little dreaming of change
To his paradise range,
The thought of it seemed so absurd;
But the man with the plows
Put an end to the cows
By turning the pastures over,
And the Rancher has learned
That the Farmer he spurned
Is actually living in clover.

O, the Cotton and grain
Are aflame on the Plain
And orchards are springing in view;
Soon the Apple and Pear
Will be paying their share,
The Dairy and Poultry too;
Big cities are coming
With industry humming;
Hark! the music of progress reigns
In the land of the blest
The heart of the West,
Way out on the Texas Plains.

Godley, Texas, July 7, 1927.

Mr. Joseph E. Rhea,
Oak Park, Ill.
Dear Sir:

We have known Mr. F. Z. Bishop for a number of years and know to our knowledge that he is one of the livest wires in the country when it comes to the real estate values and selling Real Estate, knowing the values etc. In fact I think that his judgment for the future on real estate is A 1. All his dealings in the South West have proven to come up to his ideas in every respect.

Consider him honest in every way, in fact we have loaned him quite a lot of money, that is in small amounts, as we have only a small bank, and he made good with us in every way and sacrificed to pay us up.

Bishop did something in the Nueces county that no other man in the world could have done, considering the finances that he had to with, in fact he went there with nothing and made around a million dollars and the people he sold to are making good.

Yours very truly,
JNO. R. BEAVER,
Cashier Citizens National Bank.



Corpus Christi, Texas, July 13, 1927.

Mr. Joseph E. Rhea,
931 N. Taylor Ave.,
Oak Park, Ill.

Dear Sir:

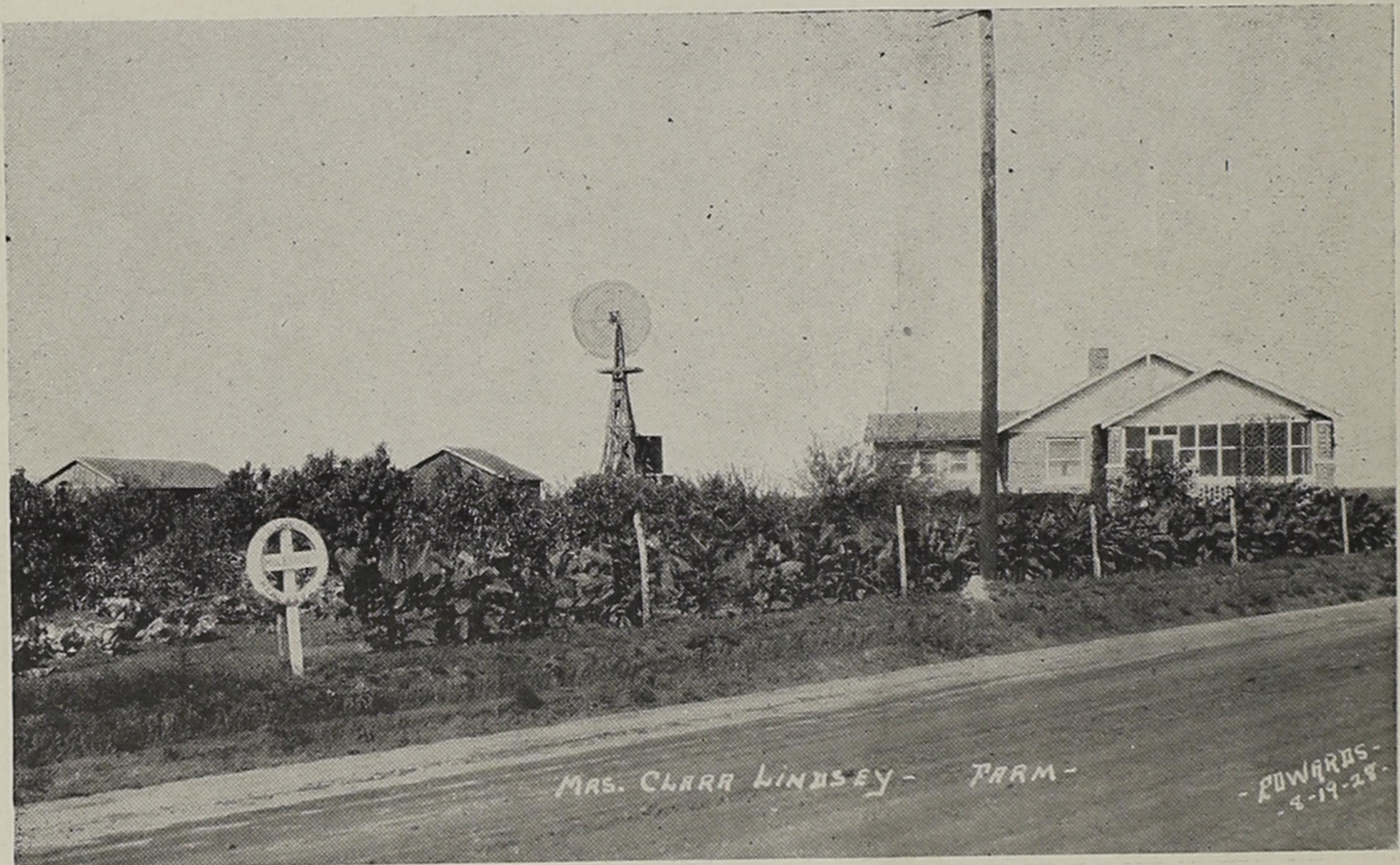
Beg to acknowledge receipt of your letter of 6th in regard to F. Z. Bishop. We have known Mr. Bishop for fifteen or twenty years, and have known something of his success as a real estate operator in Nueces County, the Rio Grande Valley, and other points.

He opened up many years ago a part of the famous King ranch and sold it out at from \$18.00 to \$20.00 an acre. We presume there is not any part of this land that could be bought today for \$100.00 an acre, and some of the better improved farms could not be purchased at \$150.00 an acre.

He does big things in the way of laying out townsites, building roads, and in securing everything needed for an up-to-date community. We do not know quite so much about his development in the valley, but we know that he made quite a success of it. Mr. Bishop is very resourceful, and has been worth a great deal to any section that he has undertaken to develop.

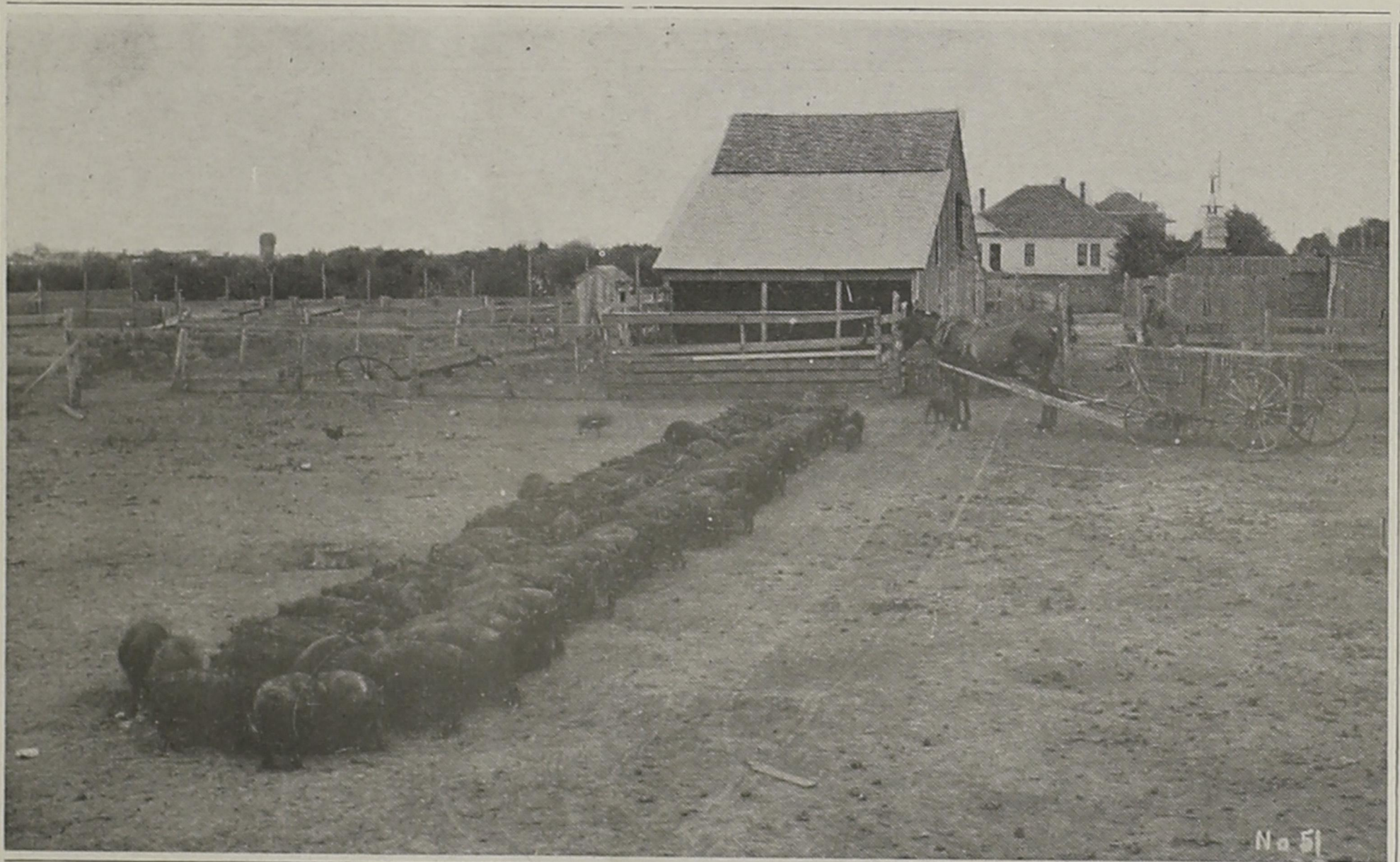
Very truly yours,

W. R. NORTON,
Vice President City National Bank.





PLOWING LAND ON THE PLAINS



HOG SCENE NEAR PLAINVIEW

Texarkana, Texas, July 9, 1927

Mr. Joseph E. Rhea,
931 N Taylor Ave.
Oak Park, Ill.

My dear Sir:

In response to your letter of July 7, I write to say that I consider Mr. F. Z. Bishop a competent judge of farm lands, and that in the several land selling projects which he has undertaken in this state he has trafficked, so far as I have observed, with a good class of people.

I have no means of knowing all of the people to whom Mr. Bishop sold land in Nueces county and in the lower Rio Grande valley, but the fact that land values in both of these places have been on a steady upward trend for the last few years would lead me to believe that the people to whom Mr. Bishop sold property there some years ago have shared in the general advancement and progress of these sections. The lower Rio Grande valley is excellently adapted to the growing of many kinds of fruits and vegetables—the citrus industry in the Valley alone running into millions of dollars at this time.

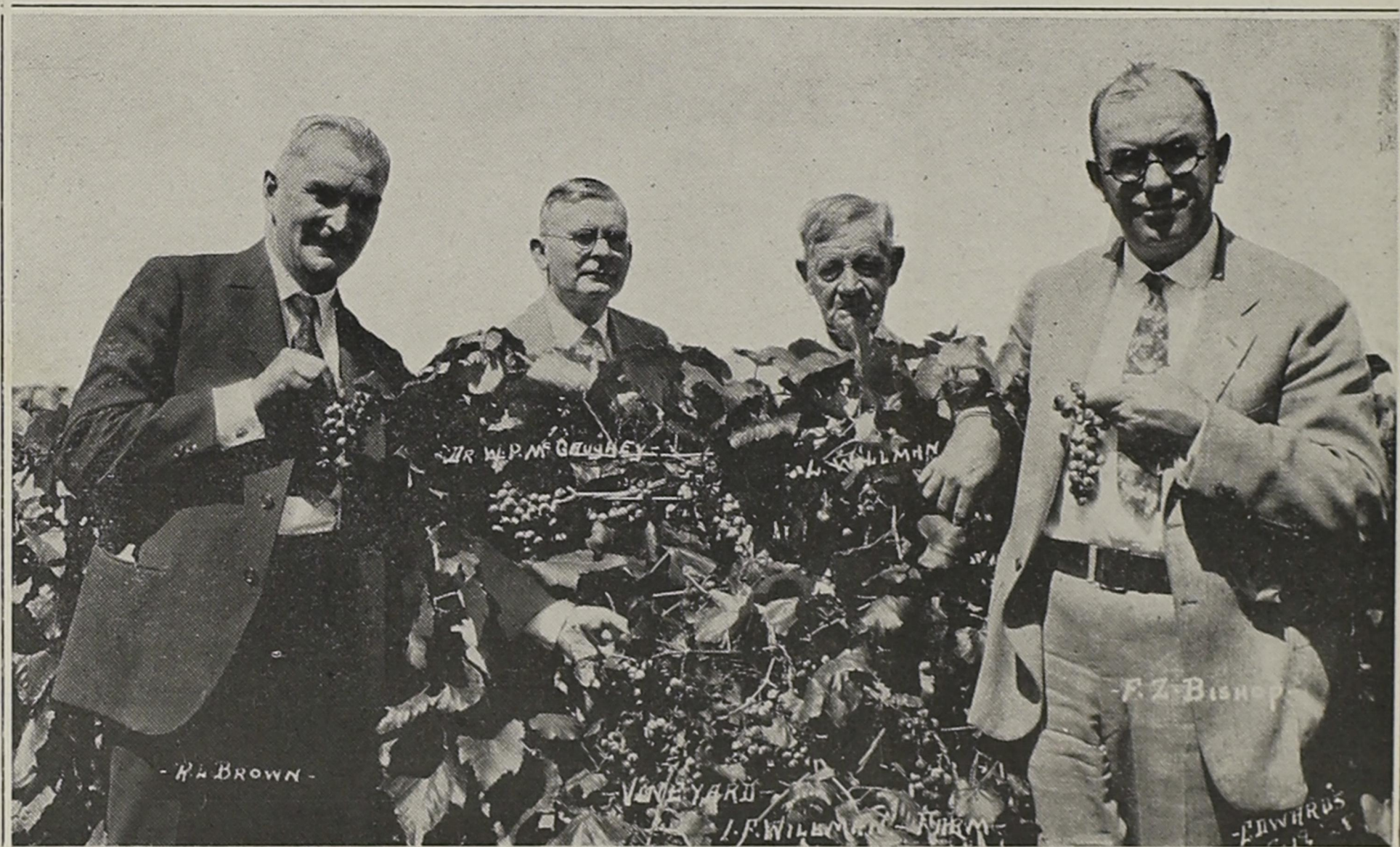
Mr. Bishop is a thoroughly progressive business man and it is well known that he exerts every effort to assist the communities in which he is interested in obtaining good roads, schools, churches, and other institutions that make for the betterment of the community.

With all good wishes, I am

Yours very truly,

MORRIS SHEPPARD,

U. S. Senator



F. P. WARREN & CO., INC.

Texas Farm Lands

Lamb, Bailey, Castro and Parmer Counties

F. Z. Bishop,
Capitol Hotel,
Amarillo, Texas.
Dear Sir:

512 So. Peoria St.,
C H I C A G O
August 13th, 1928

In accordance with contract you are authorized to sell for us the following tracts of land at the prices set opposite each:

Description	Approximate Acreage	Price
NW $\frac{1}{4}$ Sec. 55	160	\$40.00
N $\frac{1}{2}$ Sec. 41	118	40.00
N $\frac{1}{2}$ Sec. 42	320	40.00
SW $\frac{1}{4}$ & S $\frac{1}{2}$ of NW $\frac{1}{4}$ Sec. 33	240	40.00
Sec. 40	248	37.50
Sec. 39	640	37.50
NW $\frac{1}{4}$ Sec. 38	160	37.50
Sec. 25	260	37.50
Sec. 26	640	37.50
E $\frac{1}{2}$ & NW $\frac{1}{4}$ Sec. 27	480	37.50
N $\frac{1}{2}$ Sec. 28	320	37.50
NE $\frac{1}{4}$ Sec. 29	160	37.50
NW $\frac{1}{4}$ Sec. 31	160	40.00
Sec. 24	272	37.50
Sec. 23	640	37.50
Sec. 22	640	37.50
Sec. 21	640	37.50
S $\frac{1}{2}$ & NE $\frac{1}{4}$ Sec. 20	480	37.50
Sec. 19	640	37.50
N $\frac{1}{2}$ & SE $\frac{1}{4}$ Sec. 18	480	37.50
N $\frac{1}{2}$ Sec. 17	321	37.50
Sec. 9	285	34.00
Sec. 10	640	34.00
Sec. 11	640	34.00
Sec. 12	640	34.00
Sec. 13	640	34.00
Sec. 14	640	34.00
Sec. 15	640	34.00
Sec. 16	640	34.00
Sec. 8	295	33.00
S $\frac{1}{2}$ & NE $\frac{1}{4}$ Sec. 7	480	33.00
Sec. 6	638	33.00
Sec. 5	638	33.00
Sec. 4	638	33.00
Sec. 3	638	33.00
Sec. 2	638	33.00
Sec. 1	640	33.00

Yours very truly,

F. P. WARREN & CO., Inc.

By Fred P. Warren, President.

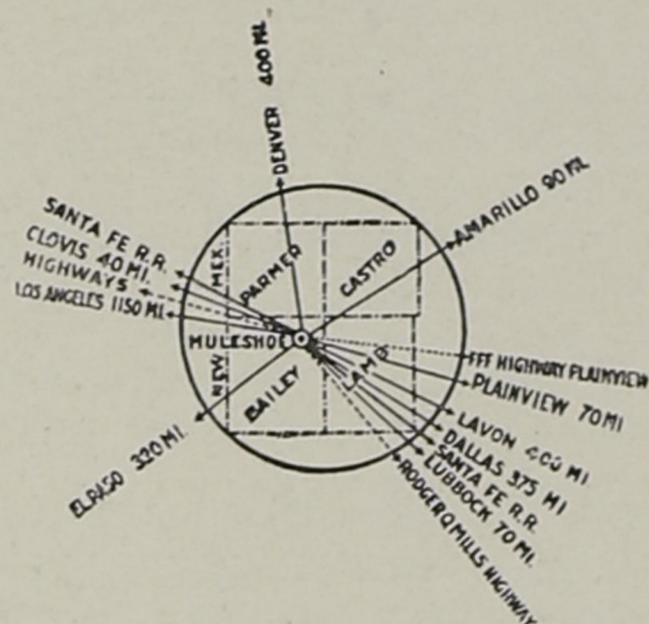
"Man's Safest Form of Wealth"

R. L. BROWN

Farms and Ranches
LOANS AND INVESTMENTS

OIL LEASES AND ROYALTIES

Muleshoe, Texas



STATE OF TEXAS

COUNTY OF BAILEY

Before me, the undersigned authority in
and for Bailey County, Texas, on this day personally
appeared;

Wm. S. F. Matthiesen,

Who after being duly sworn, deposes and says;

That I have two irrigation wells on my 320 acres of land and
I am raising an average of six tons of Alfalfa to the season,
and I consider it one of the best crops that I am raising as it
goes well with my Holstein Dairy Herd.

My last crop of onions I had 8 acres and I
made sixteen thousand pounds to the acre and I sold them for
(2 $\frac{1}{4}$) two and a quarter cents a pound, and netted me (\$1900.00)
Nineteen Hundred Dollars for the crop.

I raised one crop of thirty acres of spring
wheat, under irrigation and produced Forty Four bushels to
the acre.

I raise a few acres of cantaloupes each year
which is very profitable.

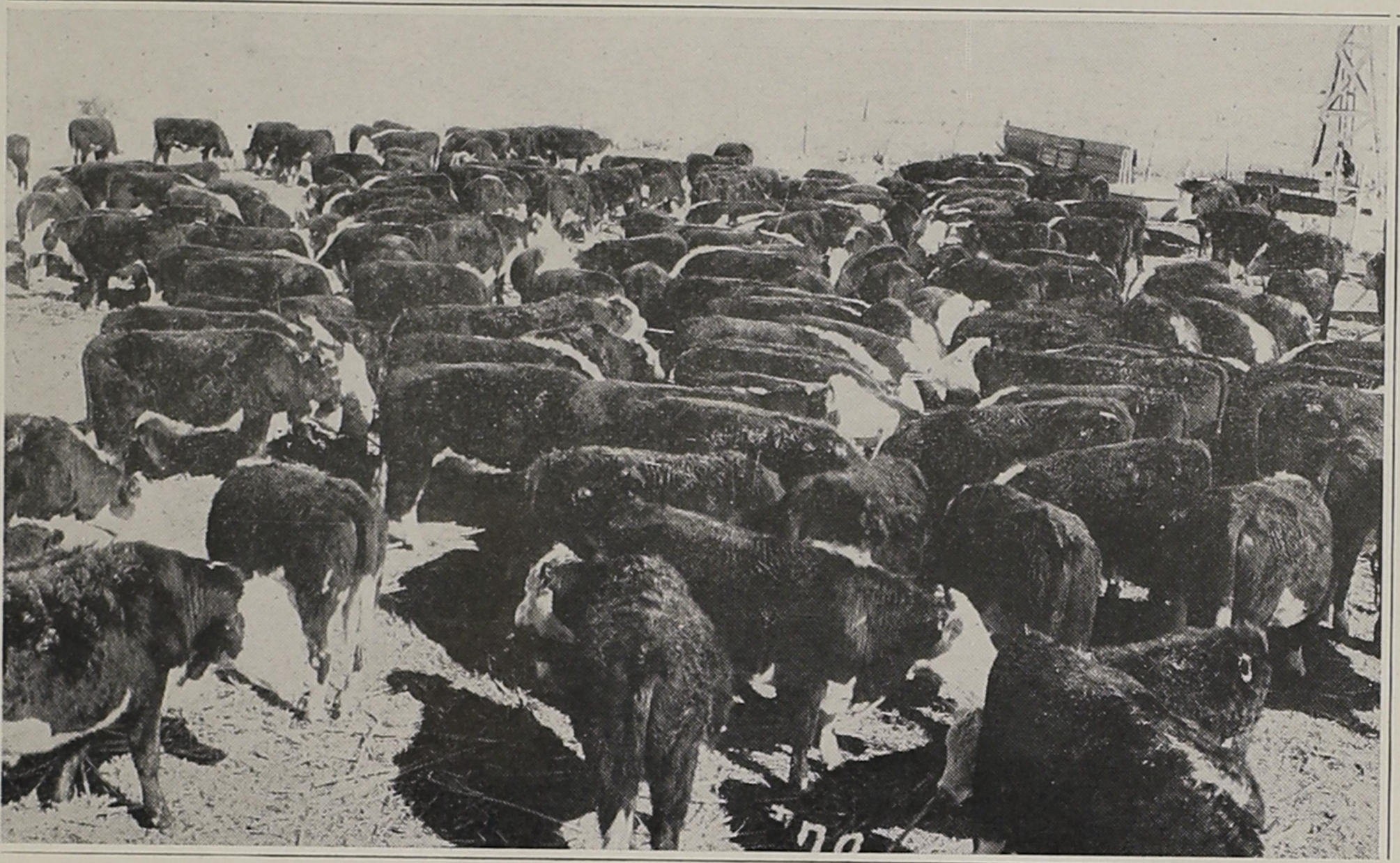
It cost's me about (25¢) per acre for row crops
and (50¢) for flood irrigation, each time I water.

Wm. S. F. Matthiesen

Sworn to and subscribed before me, this 25th
day of August, A. D. 1928.

(SEAL)

R. L. Brown
Notary Public in and for Bailey Co.
Texas.



PLAINS CATTLE SCENE



CHICKEN SCENE NEAR PLAINVIEW

THE STATE OF TEXAS

COUNTY OF BAILEY

BEFORE ME, the undersigned authority, on this day personally appeared Mrs. Clara M. Harre, who after being by me duly sworn upon oath, deposes and says

I came here from Nebraska and in 1915 I bought a tract of land out of what is known as the Warren Ranch; in 1919 I bought another tract; and on this day my son has just closed a deal with F. Z. Bishop, Agent for F. P. Warren & Co., through R. L. Brown, Sales Manager, for another 160 acre tract at \$37.50 per acre. I have been raising turkeys for some time and in 1925 I made \$1155.00 out of them; in 1926 I made \$1312.00 and last year I made \$1624.77, making a total of \$4091.77 that I have made out of raising turkeys for the past three years; and I shipped them out for breeding stock.

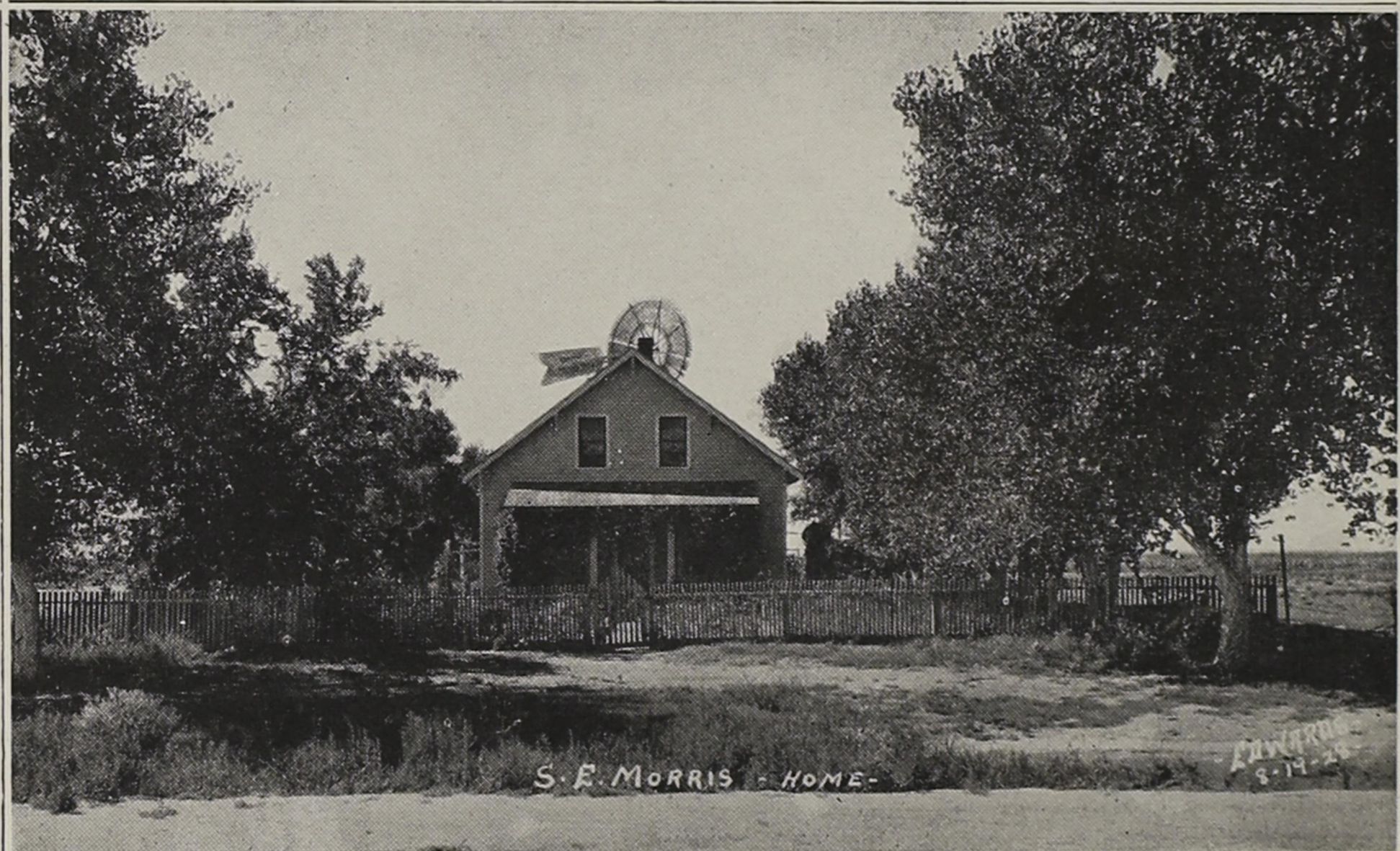
CLARA M. HARRE

Affiant.

SUBSCRIBED AND SWORN TO before Me, this the 6th day of September, A. D. 1928.

R. L. BROWN

Notary Public in and for Bailey County, Texas.



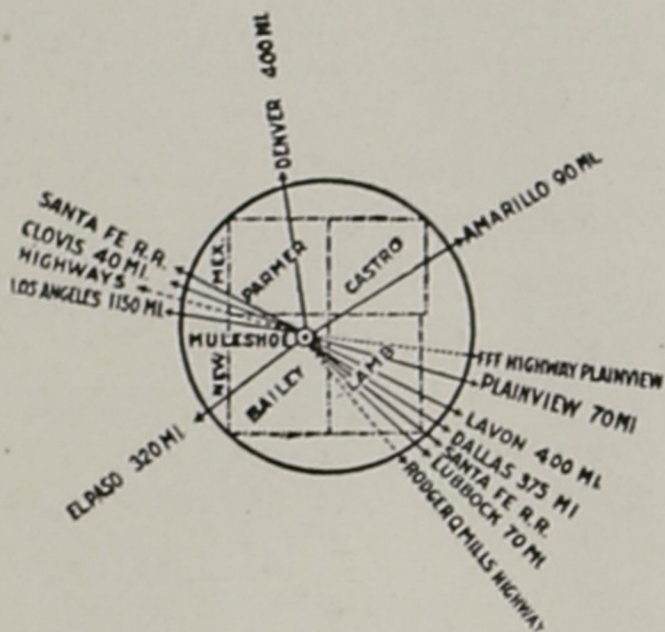
"Man's Safest Form of Wealth"

R. L. BROWN

Farms and Ranches
LOANS AND INVESTMENTS

OIL LEASES AND ROYALTIES

Muleshoe, Texas



STATE OF TEXAS

COUNTY OF BAILEY

Before me, the undersigned authority in and
for Bailey County, Texas, on this day personally appeared

Mr. S. E. Morris

Who after being duly sworn, deposes and says:

I thrashed out one hundred and three bushels of oats
to acre and I can safely say that we lost 15 bushels per acre that
we did not get off the ground. I watered these oats twice at a cost
of \$.75 per acre at each watering. At the same time I sowed alfalfa
in the oats, and cut the alfalfa before frost twice.

I am also raising alfalfa and I consider it one of
my best crops. Each year I cut five crops and the total for the
season of six tons, one of my best single cuttings ran a fraction
over two tons per acre. I watered twice for each cutting at a cost
of \$.75 for each watering or a \$1.50 to the cutting. I have a ready
market at \$25.00 per ton.

S. E. Morris

Sworn to and subscribed before me, this 25th day of August, A.D. 1928.

R. L. Brown
Notary Public in and for
Bailey County, Texas.

(SEAL)

Taylor, Texas, July 8, 1927

Mr. Jos. E. Rhea,
Oak Park, Ill.

Dear Sir:

In reply to your letter of the 5th relative to Mr. F. Z. Bishop, advise that Mr. Bishop is a real land salesman. In fact, I do not believe that there is any who can surpass him. He can sell big bodies of land while other agents are probably working on smaller tracts. He has demonstrated this when he opened up the Bishop territory, and also in the Rio Grande Valley and at Los Angeles, Texas, in La Salle and McMullen Counties. He is a real judge of land, knows the people everywhere and selects absolutely the highest class of farmers to sell to. In fact, I think he knows his stuff from every angle, treats all of his prospects courteously and feel sure that he will work out any tract of land that he undertakes to dispose of.

Yours very truly,

ARTHUR EAKE,

Vice-Pres. and Cashier Taylor National Bank.



Muleshoe, Texas, September 7, 1928.

Mr. F. Z. Bishop,
Capitol Hotel,
Amarillo, Texas.

Dear Sir:

In answer to your inquiry as to whether we think the land you are selling for from \$33.00 to \$40.00 per acre is worth the price you are asking for it, we are pleased to have the opportunity to state that, considering the quality of the soil, the location and the fact that there is a plentiful supply of water near the top of the ground for irrigation, we consider the land well worth what you are selling it for.

CHAMBER OF COMMERCE,

Muleshoe, Texas.

By J. M. March, President.

Pat R. Bobo, Secretary
Blackwater Valley State Bank,
Muleshoe, Texas

By J. E. Sedridge

Vice-President

J. O. Jones

H. C. Edmonds

McCarty Motor Company

By A. V. McCarty, Jr.

Burrow Lumber Co.

D. E. Keeney

Muleshoe Motor Co.

H. C. Henington

J. L. Alsup

Roy Skaggs

J. J. DeShay

Ray Griffith

C. S. Holland

J. L. Saylor

F. C. Skeeters

J. B. Roberts

Rev. W. B. Hicks

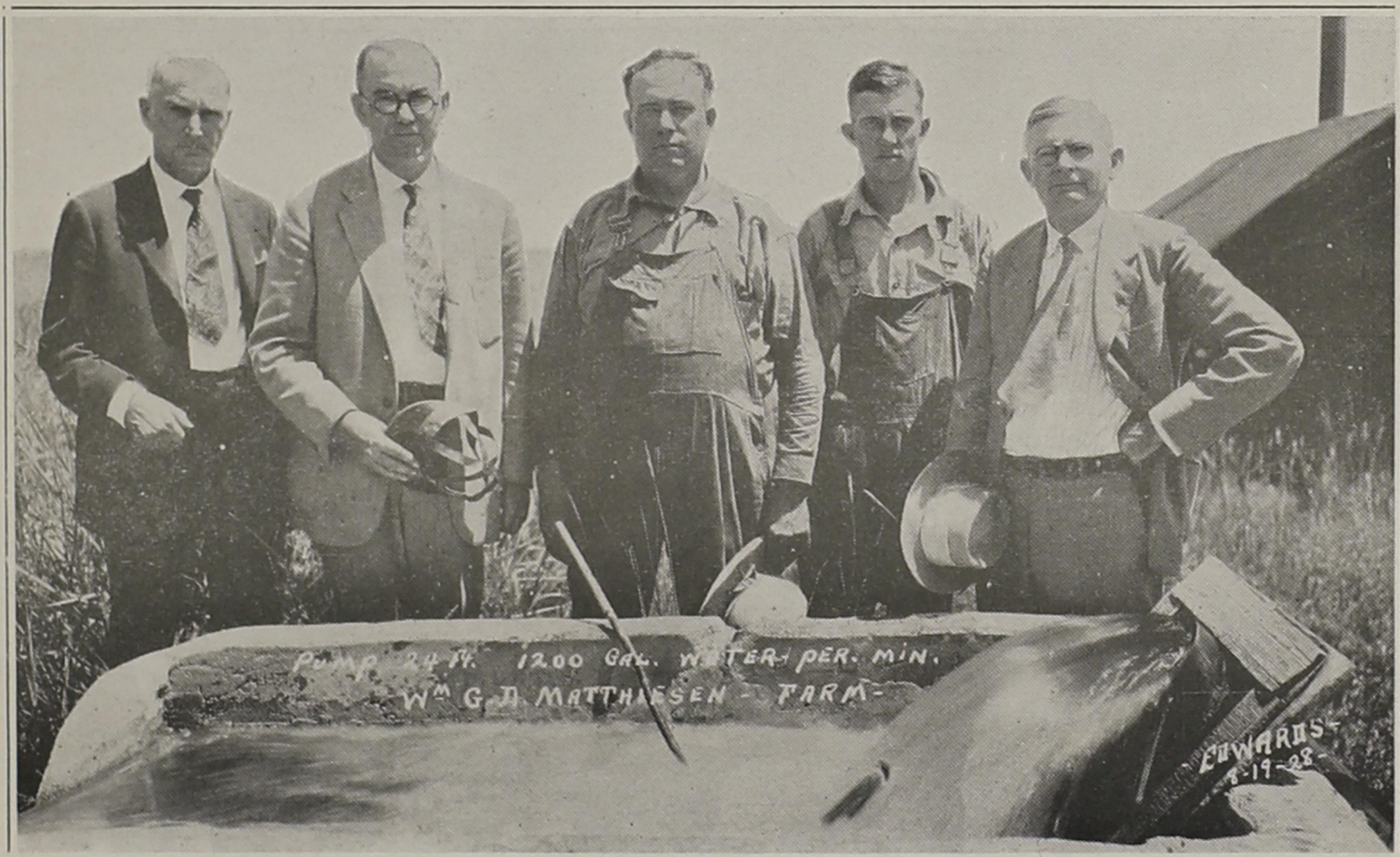
H. H. Carlyle

Mills Barfield

John H. McTherol

Wm. G. Kennedy

County Judge.



THE STATE OF TEXAS |
COUNTY OF BAILEY |

BEFORE ME, the undersigned authority, a Notary Public in and for Bailey County, Texas, on this day personally appeared J R Moore, who, after being by me duly sworn, deposes and says:

I originally came from Arkansas to Lavon, Collins County, Texas, where I lived about 35 years; I moved from Collins County here three years ago, and have raised sudan every year since I have been here and the crop I have at this time is the best one I ever raised and it looks like I will make a yield of 1000 lbs. to the acre; the first year I was here I sold my sudan for \$2.60 per hundred and last year I sold a little too early and received only \$2.10 per hundred; this year I think I will get as much as 2½¢ a pound; I also have some hygeria on my farm which will make, this year, about 1500 lbs. to the acre, which is a sure crop.

I still own three farms in Collins County; I paid as high as \$250.00 per acre for that land and this land is valued around about \$40.00 per acre, and I would not exchange my land here, acre for acre, for Collins County land.

My family is healthier here in this climate and we have very few draw-backs to the country.

J R Moore

SWORN TO AND SUBSCRIBED before me, this the 28th day of August, A D, 1928.

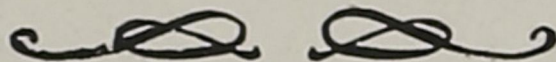
R L Brown
Notary Public in and for
Bailey County, Texas



AVERAGE MEAN TEMPERATURES

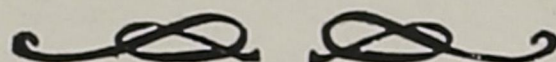
The average mean temperature at Amarillo, 1882 to 1927:

June, 72.9; July, 78.1; August, 75.8; December, 36.8; January, 36.8; February, 37.6.



AVERAGE RAINFALL

The average annual rainfall at Amarillo from 1882 to 1927, inclusive, has been 22 inches.



THE STATE OF TEXAS |

COUNTY OF BAILEY |

BEFORE ME, the undersigned authority, a Notary Public in and for Bailey County, Texas, on this day personally appeared Fred Determan, who, after being by me duly sworn, deposes and says:

That cane is a natural crop for this country and my cane this year will make about 50 bushels or 2500 lbs. to the acre. - We can always make cane; I have a good crop of everything this year, which consists of cane, corn, kaffir and hygeria; I have a good pumping plant on my farm and have not used it ^{but little} this year; I came here from Iowa 9 years ago and am well pleased with this section of the State

Fred Determan

SWORN TO AND SUBSCRIBED before me, this the 28th day of August. A D, 1928.

R. L. Brown
Notary Public in and for
Bailey County, Texas.

MULESHOE CENTER FOR SUDAN GRASS SEED INDUSTRY

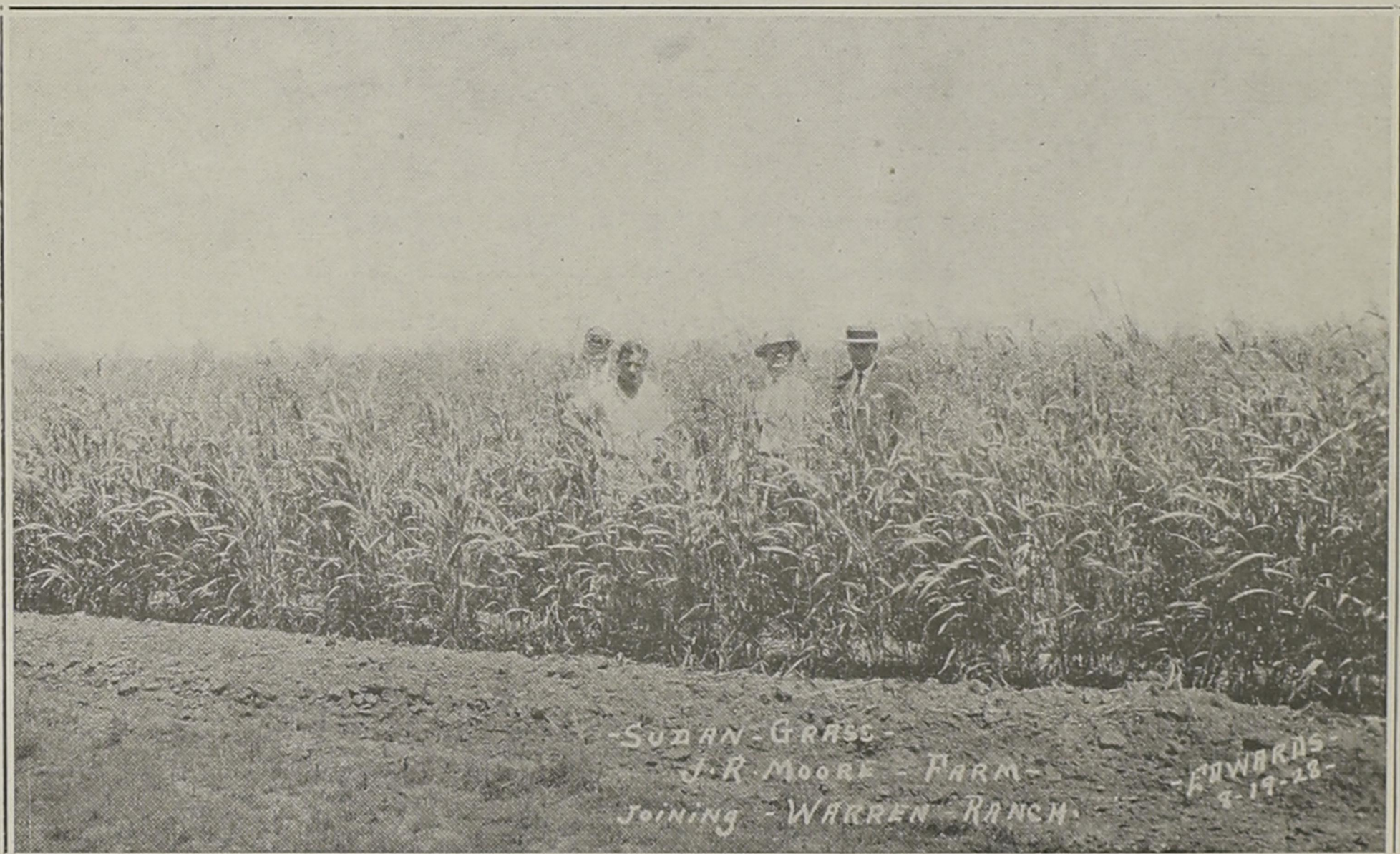
(Special to Sunday News-Globe)

PLAINVIEW, Feb. 5.—One-half of the world's supply of sudan grass seed for 1926 was handled by L. J. Halbert, Plainview grain dealer and elevator proprietor, out of Plainview and Muleshoe during the past year.

"Muleshoe is the center of the sudan grass seed industry in the world," according Halbert, "and in 1926 of the fourteen million pounds handled in the world, ninety per cent of it was produced and marketed from Texas and half of that in the Muleshoe territory. Our firm handled the entire output at Muleshoe and Plainview was the concentration and distributing point for the industry."

Sudan grass, which is regarded as the best meadow crop in the world for dairy cattle, is the surest crop of West Texas. It is now produced in practically every state in the Union, but this section of West Texas furnishes the big end of the seed. Forty acres of sudan grass is generally conceded to be equal to two sections of native grass for cattle feeding.

Halbert, who has devoted the major part of his time to handling sudan grass seed the past twelve months, says that he shipped the product from Muleshoe and Plainview to every state in the union and that much of it was sold to exporters of the seed.



THE CITY NATIONAL BANK

San Antonio, Texas

August 17, 1925.

Mr. H. Howard Taylor,
Hamilton Club
18 S. Dearborn St.,
Chicago, Ill.

Dear Sir:

Replying to your communication of the 12th, in which you requested information regarding Mr. F. Z. Bishop, formerly located in this City, we beg to advise that Mr. Bishop has been a pioneer in developing West Texas and has been of great benefit to the State in that respect.

As you perhaps know, he was the prime spirit in promoting the town of Bishop and placing actual settlers in that community, who have developed quite an area of agricultural land, and also, builded a town that is a credit to the State. Mr Bishop, it would appear, did not reap any great benefit from this undertaking, and it is our understanding that he had some financial troubles. However, we are of the opinion that he stands in a class almost by himself when it comes to developing the unsettled areas, and he has added a very substantial amount to the wealth of this State by being the prime cause of having raw lands developed and communities settled.

During the time that Mr. Bishop was located in this City we at times extended him some credit, but always on the secured basis, and the obligations have been cared for in a reasonable satisfactory manner. We are not in position to give you an estimate as to his present financial condition.

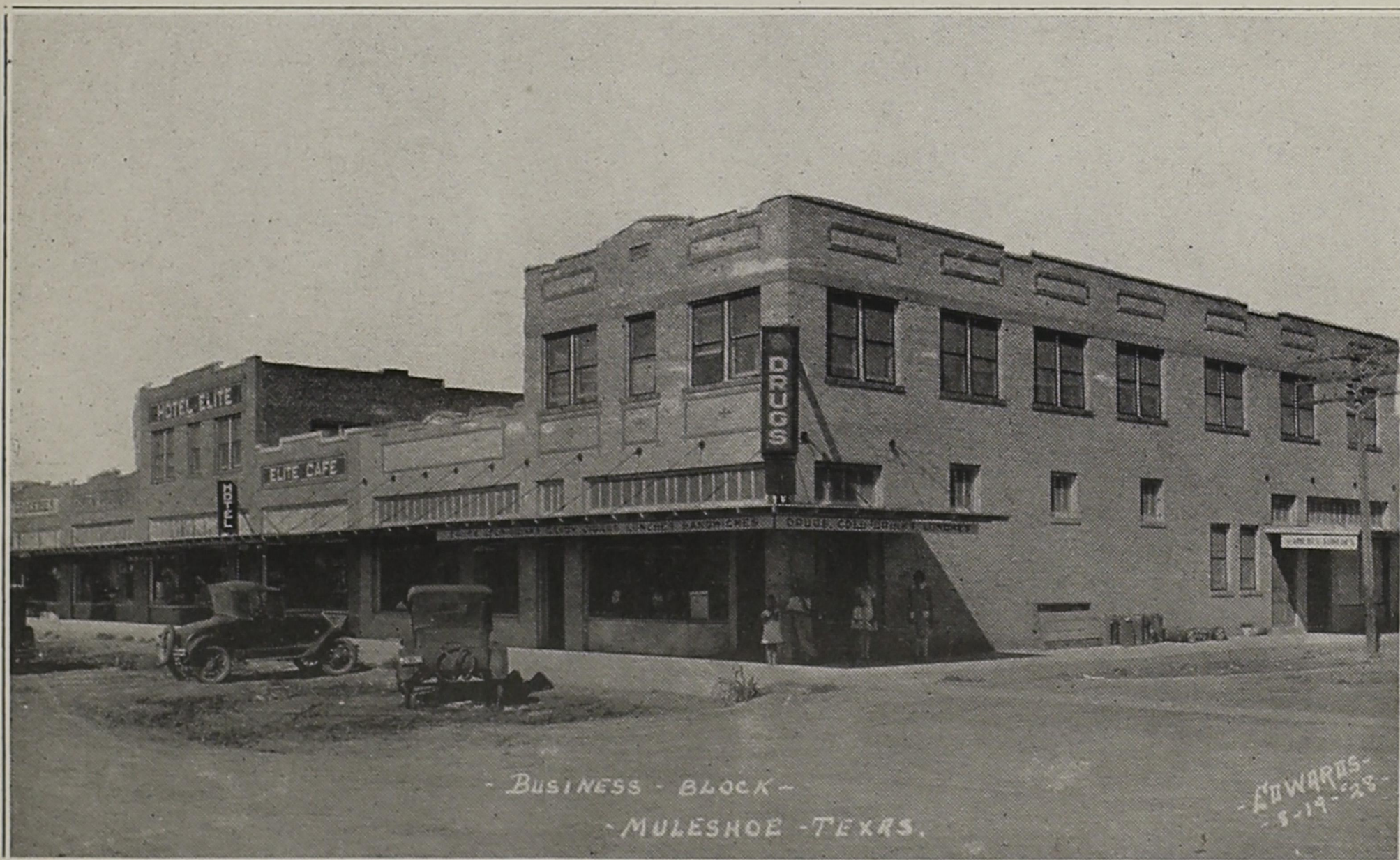
Regretting our inability to give you more specific information than the above, we are,

Very truly yours,

W. W. Collier

Vice President

WWC:a



Thorndale, Texas, July 19, 1927.

Mr. Joseph E. Rhea,
931 N. Taylor Ave.,
Oak Park, Ill.

Dear Sir:

Replying to your favor of recent date concerning Mr. F. Z. Bishop, will advise that I have known Mr. Bishop for a good many years, and have had considerable business with him. I first met Mr. Bishop when he was interested in the development of the Nueces County lands and was contemplating the town of Bishop. He was selling these lands at a very low price and it looked too much like a gold brick for me to buy although many of my friends did buy. Many of the conversations with the farmers in this section were in the bank here with which I am connected, and many of them in my presence. Mr. Bishop told them of the wonderful resources of the country and the great possibilities in its development, which at that time seemed to me unreasonable. I might add that he selected only the best citizenship of our community and was no way interested in those that were not successful here. He sold land in that section to more than a hundred people that I knew personally, and I have never had one of them tell me that he was disappointed or that Mr. Bishop misrepresented conditions to him. I am frank to say that all of the promises or statements that he made in my presence were carried out and in many cases the development was more rapid than he ever promised. There is now living in the Bishop section fifty or more people that were at one time customers of this bank in Thorndale.

Mr. Bishop interested a number of our citizens in the development of Harlingen but as I was somewhat familiar with the section there it was not a surprise to me that his statements and predictions came true and were even stronger than he represented.

Later he sold a number of our citizens land in the Los Angeles section, this being undeveloped ranch land at the time. Recently I talked to one of the parties who purchased land there and lives on his farm there, but also owns valuable farm land here and he told me that conditions were such there that it was much easier to make money out of farming than it was in this section, and that he preferred to live there for that reason.

Mr. Bishop has had the widest vision of farm development of any man that I have ever known and his fore sight and judgment has been marvelous. He's a broad thinker, thinking in thousands instead of dollars, and I have never heard one of his purchasers accuse him of being a land booster or of misrepresenting conditions.

I do not know what Mr. Bishop is doing at present, but if he has been able to stand up under the strain of hard work he is evidently developing a new section with great success.

Very truly yours

Chas. A. Davis,
Cashier First National Bank.

STATEMENT FROM F. Z. BISHOP

I have been selling lands in Texas for twenty-five years, and have sold millions of dollars worth to satisfied customers.

In this booklet you will find some letters written from bankers to Mr. Joseph Rhea of Chicago, who was an agent for me at that time. The reason for writing those letters was to let the people up there know who I was. I will be pleased to have you read all of these letters, as the people to whom I have sold land in the past in most instances have made good, and in a great many cases they have been able to sell their land for from two to five times what I sold it to them for, and in some instances for as much as ten times, within a period of ten to fifteen years. I am glad to say that at least 99% of the people I have sold land to are among the best friends I have in Texas.

I sold a very large amount of land near Robstown, Bishop and south of Corpus Christi in Nueces County; also a large amount of land in the lower Rio Grande Valley, in the vicinity of Harlingen, and sold land in Nueces County as low as \$12.50 to \$25.00 per acre. That land is now selling for \$125.00 to \$175.00 per acre where it has been improved and the cost of improving it was between \$20.00 to \$30.00 per acre, including the buildings.

Now according to my judgment, the famous Warren Ranch, that I am now selling, and which is located on the main highway between Muleshoe and Plainview mostly in Lamb County, but some in Bailey, Castro and in Parmer Counties, is as good a bargain as I have ever sold in my life.

The land is very rich. The south side is the heavy chocolate loam and the north side lighter chocolate loam. The north side extends back about five miles from the highway. The closest part of the land is about nine miles from Muleshoe; the farthest part about fifteen miles.

The land has a slope of about 10 feet to the mile, and slopes east, making perfect drainage. There is not over one or two sections on the entire tract of 17,000 acres that has any bad land at all. It is as choice land as you have probably ever had the pleasure of looking at. It pulverizes easily. It produces with irrigation large yields of wheat, barley, oats, alfalfa, vegetables and fruits; without irrigation it is well adapted for kaffir, maize, sudan grass, cane, etc., and also cotton. I believe that with irrigation there can be fifty bushels of corn made, on an average, per acre; without irrigation, I think the farmers can average 30 bushels per acre with good farming.

Our average rainfall is approximately 20 inches; Amarillo's is 22 inches; Lubbock's is about 20½ inches; Plainview's is about 21 inches. About 75% of this falls between the first of May and the first of October, which is during the growing season.

The elevation is approximately 3600 feet, assuring cool nights. While the days are a little warm during a few hours in the afternoon, it is a dry heat. This country is really a summer resort, compared with east Texas, and a good winter resort compared with the northern states; therefore, the climatic conditions are exceptionally good. It is a very healthy country.

There are good schools and churches in Muleshoe, and there is a good school near this land. There is also a good class of people living in this territory.

Prices on the Warren Ranch are \$33.00 to \$40.00 per acre. \$40.00 land is located on the main highway between Plainview and Muleshoe. The water there is so shallow that it rises to within fifteen to twenty feet of the top of the ground. The \$33.00 land is about 5 miles north of the highway. The lift there would be about fifty feet.

Terms one-third cash when deed is given, remainder in 5 equal annual payments from Dec. 1, 1928. Interest 6 per cent, payable annually. All notes payable on or before. Every tract of land sold will face on graded road.

I believe that the lands that we are now selling at \$33.00 to \$40.00 per acre

will sell for \$75.00 to \$100.00 if not more, per acre within three to five years.

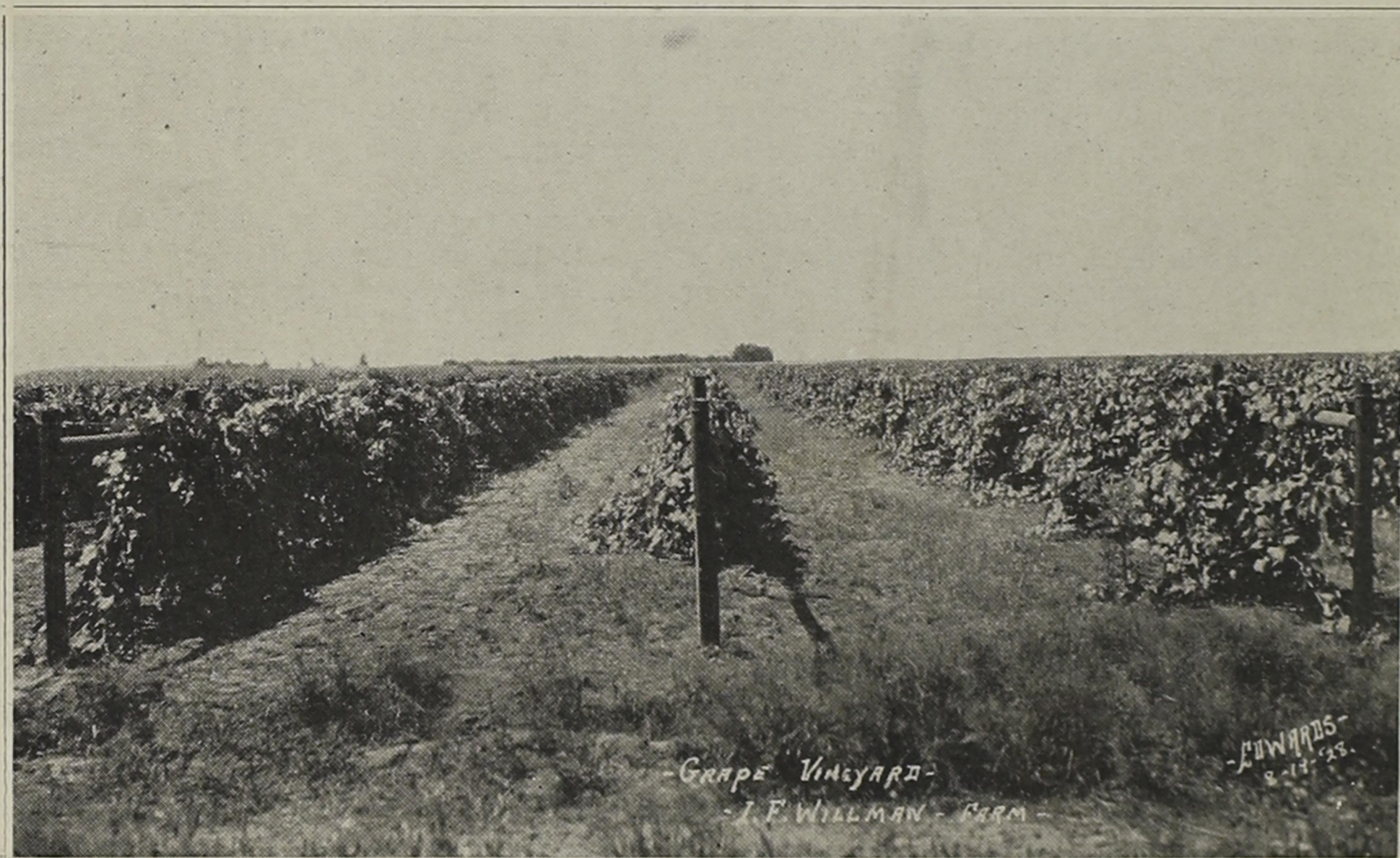
I expect to have all the land sold within three months. It is a good enough buy for the local people to buy it.

Messrs. R. L. Brown and R. B. Canfield are my sales managers. They are located at Muleshoe. I expect to be there myself Thursday of each week. Will be glad to have you come any time you want to; but would prefer to have you come while I am there. The quicker you see this land, the better it will be, as it is going to sell fast and the choicest locations will soon be sold.

Good, Reliable Real Estate Men Wanted

F. Z. BISHOP

Capitol Hotel - - Amarillo, Texas



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